

**APPENDIX A-3**  
**Survey and Cover Letter**

# IOWA STATE UNIVERSITY

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February 1, 1995

Dear Employer,

As you may have heard we are currently working with the University of Nebraska-Lincoln on a study of the prospects for using technology to address some of the transportation problems in the Omaha area. The project, which is part of the national Intelligent Transportation System initiative, is focusing on a variety of approaches to easing congestion and increasing the effectiveness of passenger transportation other than driving alone. In some of our early meetings we learned about innovative ideas being explored by employers in the Omaha area and we also learned about some travel needs that hopefully could be addressed.

We would like to hear from as many employers as possible so as to be better informed about existing programs and to better focus considerations of new technologies. Would you please take a few minutes to respond to the attached survey questionnaires and share your ideas about this important issue? Feel free to call me with any questions you might have or to discuss ideas further. I can be reached at the above telephone or fax number. I plan to be in Omaha on February 28 and March 1 and would be glad to schedule a time to visit with you in person. I also plan to hold an informal meeting in Omaha in the near future to discuss some technological responses to personal transportation needs that have been tried in other cities.

Information will be kept confidential and only reported in the aggregate. Questionnaires are numbered only to assist with follow-ups. We would however, like to attribute innovative approaches to the companies that have developed them. Hence it is up to you whether you wish to identify your company. Please fold the survey form and return it to me in the enclosed self addressed envelope.

Sincerely yours,

Mary Kihl  
Associate Director

MRK:cg

# Omaha Metropolitan Area ITS Study Employer Transportation Survey

1. How would your firm be best characterized?  
\_\_\_ Manufacturing  
\_\_\_ Service  
\_\_\_ Wholesale or Retail Trade
2. Approximately how many people does your company employ?  
\_\_\_ under 100  
\_\_\_ 100-499  
\_\_\_ 500-999  
\_\_\_ 1000-2999  
\_\_\_ 3000 or more
3. Approximately what proportion of these employees earn less than \$15,000 a year?  
\_\_\_ under 25%  
\_\_\_ 25-50%  
\_\_\_ 51-75%  
\_\_\_ 76-100%
4. Approximately what proportion of your work force is part time?  
\_\_\_ under 25%  
\_\_\_ 25-50%  
\_\_\_ 51-75%  
\_\_\_ 76-100%
5. Is your firm within two blocks of a bus stop?  
\_\_\_ yes  
\_\_\_ no
6. Do some of your employees use the bus?  
\_\_\_ yes  
\_\_\_ no  
\_\_\_ If yes, about what proportion?  
\_\_\_ 5% or less  
\_\_\_ 6 - 25%  
\_\_\_ more than 25%
7. Does your company sponsor a rideshare program to or from work for the employees?  
\_\_\_ Yes, Please describe it briefly. About how many workers are involved?
8. Does your company sponsor a shuttle service for the employees?  
\_\_\_ Yes. Please describe it briefly. About how many workers are involved?  
\_\_\_ No
9. Does your company offer incentive programs to encourage use of public transportation?  
\_\_\_ Yes, Please describe briefly.  
\_\_\_ No
10. Are there programs under consideration?  
\_\_\_ Yes  
\_\_\_ No
11. Does your company provide free parking for employees?  
\_\_\_ Yes  
\_\_\_ No
12. Would you say that your employees frequently experience problems finding parking?  
\_\_\_ Yes  
\_\_\_ No
13. From your perspective, what is the primary transportation problem in the Omaha area?  
\_\_\_ Yes  
\_\_\_ No
14. Are there other issues that we should address?